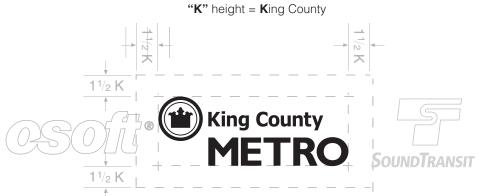
"Micro" Version of the King County Metro Logo

Some applications are unique to Metro Transit only and are to be used only by this division. Subsequently, use of the King County Metro logo at a size smaller than 1-1/16" must be authorized by Metro Marketing and Information Services, 206-684-1576.

## Micro version Smallest Size



# Clear Space



## "Micro" version of the King County Metro logo.

Some applications are unique to Metro Transit and are to be used only by this division. Subsequently, use of the King County Metro logo at a size smaller than 1-1/16" must be authorized by Metro Marketing and Information Services, 206-684-1576.

The use of a miniaturization of the King County Metro logo or "micro logo" may be considered when branding is imperative and the application is of small scale or the available space for this branding is very limited. Some examples include; a micro logo used in a cluster where large numbers of other sponsor or partnership logos appear and branding becomes more of an accounting issue; a micro logo used on ID cards, tickets, transfers, bus passes and badges for identication as well as security reasons; a micro logo used on promotional

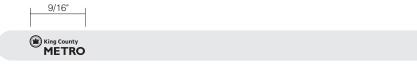
items like pens, pins, buttons, pads, etc., for special programs or events.

### Technical reasons for creating a micro version logo.

Extreme reduction of the logo can cause visual distortions and spacing irregularities. Also, reproduction processes such as silkscreening and cloisonné are less accurate than offset printing and compound the spreading of characters. Printing on plastic, metal and other unique surfaces can further reduce readability.

To lessen these effects, an adjusted version of the King County Metro logo was created for use at small scale. The micro logo provides more leading between the lines and more kerning between the characters to help retain ledgibility at extreme smaller sizes.

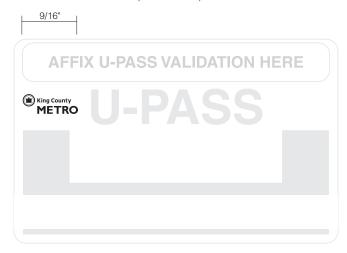
## Writing Instruments



## **Metro Transit Division**



Passes, ID Cards, Transfers



Partnerhip Arrangements



### Tickets and Passes

#### **Standard Metro Pass**

Front: no KC Metro logo

Back: 9/16" micro KC Metro logo-black Positioned above other partners

# **SEP 03-JUN 04 OPUGET**PASS

# **Student/Staff**

Lakeside/University Prep/Evergreen/Overlake

SEP 03-JUL

front



ommunity Transit





Valid for unlimited rides, non-special service only, on CT, ET, Metro, PT, and Sound Transit's ST Express and Sounder commuter and during the monthlyear shown. Transletable, but may not be used by more than one person per trip. Valid on bus/rail trips of greater value by paying balance due. Not applicable buy any any pool fares. Transfer issued with zone/peak fare cash upwarded only. RFPP required for sridisabled focult. May be inspected on demand. Not responsible for loss, theft, damage. No retends of personners issued.

On Metro and ST buses, swipe pass through slot on top of farebox. On all other buses, show pass to driver. On commuter

Community Transit (800) 562-1375 Pierce Transit (253) 581-8000 Everett Transit (425) 257-8803 Sound Transit (888) 889-6368 Metro Transit (206) 624-PASS ST Express (bus) 



SEATTLE **OPUGET**PASS

back

#### **Metro Sub-brand Pass**

Front: ACCESS & Vanpool text identity

with KC Metro logo

Back: 9/16" micro KC Metro logo-black

Front: 9/16" micro KC Metro logo-black

Back: 9/16" micro KC Metro logo-black

Positioned above other partners

Positioned above other partners



front

 $\textbf{Conditions of Use} \ - \ \text{This pass is valid for unlimited trips in King County during the month/year shown on the reverse:}$ 

- On ACCESS Transportation by people who have been issued an ADA Paratransit identification card or have a Paratransit OPTIONS identification number on their Regional Reduced Fare Permit.
   On the Center Park bus by residents of the Center Park housing facility. On Metro's regular bus service by people who have been issued a Regional Reduced.
- Fare Permit.

  It is not valid on the Seattle Center Monorail.

When not in use by owner, this pass is transferable, but only to people who meet the conditions above. Metro assumes no responsibility for lost, stolen, or damaged passes. No refunds or replacements will be issued.

back

swipe here





9/16"

SEATTLE

9/16"

9/16"

**JAN 1 '04 METRO** 

Bellevue Community College







front

**METRO** 



EVERETT TRANSIT

Valid for unlimited rides, non-special service only, on CT, ET, Metro, PT, and Sound Transit's ST Express and Sounder commuter rail during the month/year shown. Transferable, but may not be used by more than one person per trip. Valid on bus/rail trips of greater value by paying balance due. Not applicable toward vanpool fares. Transfer issued with zone/peak fare cash upgrad only. RFF? required for sr/disabled discount. May be inspected on demand. Not responsible for loss, theft, damage. No refunds/replacements issued. On Metro and ST buses, swipe pass through slot on top of farebox. On all other buses, show pass to driver. On commuter

nmunity Transit (800) 562-1375 Pierce Transit (253) 581-8000 rett Transit (425) 257-8803 Sound Transit (888) 889-6368 ro Transit (206) 624-PASS ST Express (bus)

SEATTLE

swipe here

**OPUGET**PASS

### **Metro Specialized Pass**

**Metro with Partners Pass** 

Front: 9/16" micro KC Metro logo-black

Back: 9/16" micro KC Metro logo Printed in the same color

as entire back

#### King County **Visitor Pass METRO** JAN FEB MAR APR MAY JUN JUL AUG SEP 1 2 3 4 5 6 8 9 10 11 12 13 15 16 17 18 19 20 22 23 24 25 26 27 29 30 31 2003 20 To validate, scratch appropriate month, day and year. Please see reverse side for complete instructions.

front

Welcome

- This Visitor Pass entitles you to one day of unlimited riding on all Metro bus service in Seattle, Kling County, plus Metro's Waterfront Streetor.

  Show your validated pass to the bus driver or conductor whenever a fare is to be paid.
  You may let others use your pass, but only one person may use it per bus trip/streeton.

back

- To Validate Your Pass
   Scratch off (with a blant peliet, such as a cain) the full gray panel covering the month, day, and year you wish to ride Metro.
   Please be sure to scratch the correct date because the pass will be valid for that single day only, and vaid for use on any other day.
   Matro and its retail sales outlets are not responsible for last or stolen passes, or for incorrectly validated passes. Ho exchanges or refunds can be issued.

For More Information
For help with Metro service, including routes or schedules, please call 206-553-3000, or visit our website at http://transit.metrokc.gov. Enjoy your visit, and wekome aboard Metro!

Pass Price: \$5.00



back

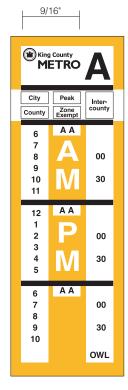
9/16"

## Transfers

## **Standard Metro Pass**

Front: 9/16" micro KC Metro logo-black

Back: no KC Metro logo



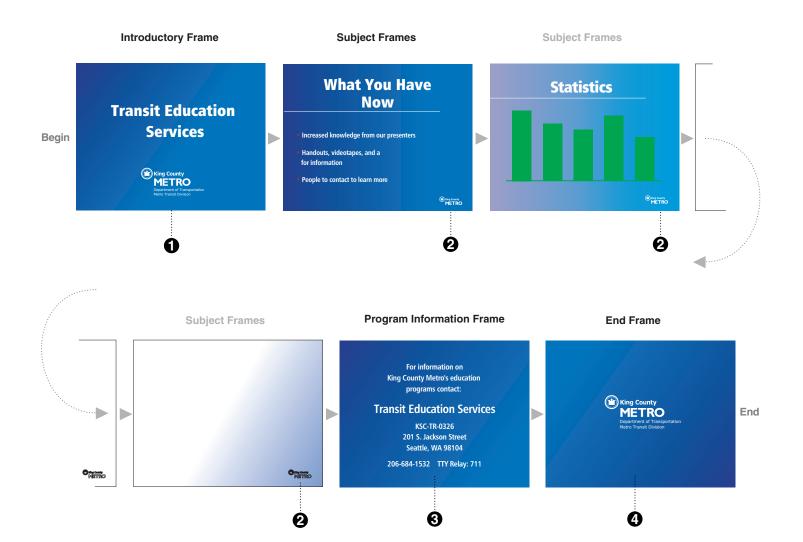


front back

## PowerPoint-Branding Requirements

### **Branding Requirement**

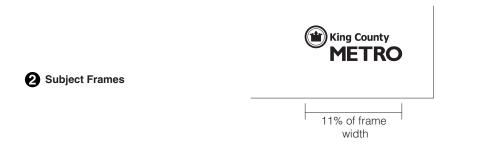
- Frame Organization as shown
- Logo & agency information

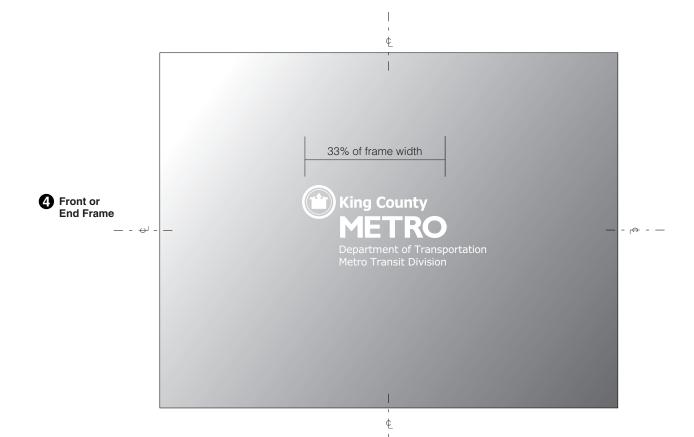


- 1. Introductory Frame: King County Metro logo, Department of Transportation and Metro Transit Division text below.
- 2. Subject Frames: King County Metro logo appears on every subject frame in the lower right corner.
- 3. Program Information Frame: Contains all reference information about program (name, phone numbers, e-mail, address, etc.). Does not require logo, but the words "King County Metro" must be in the text. This page can be positioned either at the beginning or near the end of the presentation.
- **4. End/Front Frame:** King County Metro logo, Department of Transportation and Metro Transit Division text below.
- Sizing of the King County Metro logo must be in the proportions indicated on the following page.
- King County Metro logo must appear in black or white (reverse) only.
- Reasonable contrast between logo and background should be maintained but should not compete with presentation elements.
- Recommended font is Humanist (alternate Helvetica or Arial), if available, since it matches fonts used in other promotional materials.

## PowerPoint - Logo Placement and Sample Proportions







## Fax Cover Sheet

	King County				
	METRO				
gency formation ock me as icial county terhead	Metro Transit Division Department of Transportation King Street Center, KSC-TR-0970 201 South Jackson Street Seattle, WA 98104-3856 206-296-3434 206-296-3434 Fax 206-296-7549 TTY www.metrokc.gov	CO	VER SHEET	FAX	
	То:	From:			
	Fax:	Phone:	Fax	x:	
ender's	Phone:	No. of Page	Pages (including cover page):		
	Re:	Date:			
		CC:			
	Comments:				
ents or nized Area					
	This facsimile transmission is intended	ed only for th	ne addressee s	shown	

Paper: 8.5" x11", 20# bond, 30% recycled, white Ink: Black

Printing: 8.5" x11" sheets are offset printed on a per job basis. Available in boxes of 500 ea.

Use: This format is required for use by all Metro agencies and should be used for all internal and external faxing of documents.

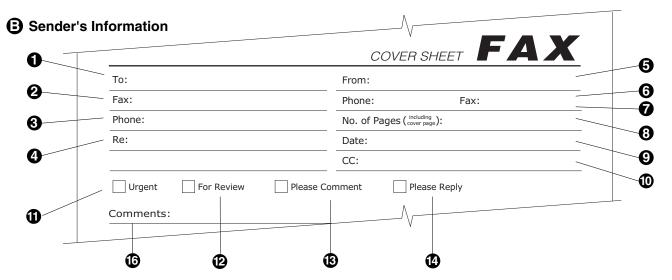
## Placing an Order

Ordering fax cover pages is the same as placing an order for letterhead. Please provide enough information that meets the needs of your agency.

GCIU Union Logo and Recycled Paper Logo: If your publication is printed in the King County Printshop, these logos must appear on all Fax Cover Pages as shown in the lower right corner. The GCIU logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.



Fax Cover Sheet



- 1. To: Recipient of fax
- 2. Fax No.: Recipient's fax number
- 3. Phone: Recipient's telephone number
- 4. Re: Subject of fax communication
- 5. From: Author/sender of fax
- 6. Phone: Author/sender's telephone number
- 7. Fax No.: Author/sender's fax number
- 8. No. of Pages: Total number of pages including cover page
- 9. Date: Date fax sent (month, day and year)
- 10. CC: Name(s) of additional parties to whom the fax was also sent faxes

- **11. Urgent:** Immediate attention, action or response required
- **12. For Review:** Please read the information in the fax
- **13. Please Comment:** Requests comments on the information on the fax
- 14. Please Reply: Communicate with author/sender about the fax
- **15. Comments:** Author/sender provides additional information or instructions regarding subject of fax

## Customized Area (in place of comments area only)

	Please Comment	Please Reply			
Pease proof, check appropriate box, then fax					
OK, print as is		Tutti Compton	206-205-8545		
Make changes as indicated, then print		Ned Ahrens	206-205-8553		
Make changes, then fax for additional proofing		Ron Aldridge	206-205-8556		
		Judy Bass	206-205-8547		
Signature:	Date:	James Callahan	206-205-8557		
		Doug Hammond	206-205-8549		
Notes:		Vikki Johnson	206-205-8550		
		Sue McCauley	206-205-8548		